

## THE PUBLIC RELATIONS DEPARTMENT

### PROGRAM GUIDE

Typed in legal caps on 2 sheets of 8½" X 13" paper by the program guide editor. One side has the program listings, the other side has cover, area for addresses & postage, program overflow, notices of new programs. (Program Guide is folded into 3 sections.)

Information for program guide goes in P. G. box by deadline of P. R. director. (Usually 5 days in advance.) P. G. editor types his organized copy and sends it to Gnomon copy service, who copies it by that day or early the next. Clerical bureau folds; addressed by Addressograph machine and mailed on non-profit permit.

### OTHER PROMOTIONS

The station uses two bulletin boxes in Yale Station Post office, posters, and air-time for promotions, as well as the big board in front of Yale Station, and, sooner or later, movie trailerettes.

Procedure for above methods is generally the same: P.R. promo sheets for whoever wants to promo something. Sheets ask for person who wants P. R., what is to be promoed, what date, and which method. Whether or not something is promoed is the decision of the P.R. director. Routine air promotion is arranged by posting copy on Promo bulletin board in CR I. Promotion cartridges are handled by AM productions manager.

### WYBC EXTRAVAGANZAS

Big contests such as the Prom Contest. Coups like Prom Broadcast, Buckley-Coffin, etc. Concerts, hopefully.

### POLLS

Currently polls are taken ad hoc for special events, e.g. Buckley-Coffin, Princeton football. Eventually, if we stay on the air over the summer, a general, professional survey can be arranged for.

THE BUREAU OF THE AIR FORCE

PROGRAM GUIDE  
Typed in left margin on 8" x 11" paper by the  
program guide editor. One side has the program listing,  
the other side has cover, area for address & message,  
program overview, notices of new programs. (Program Guide  
is folded into 2 sections.)

Information for program guide goes in P. 8. box by deadline  
of P. 8. director. (Usually 5 days in advance.) P. 8.  
editor types his organized copy and sends it to General  
copy service, who copies it by that day or early the next.  
General service folder addressed by Addressograph machine  
and mailed on non-profit basis.

OTHER PROMOTIONS

The station uses two bulletin boxes in this station Post  
Office, one-time for promotions, as well as  
the big board in front of this station, and, sooner or  
later, movie trailers.

Procedure for above methods is generally the same: P. 8.  
promo abate for whoever wants to promote something. Shows  
ask for person who wants P. 8., what is to be promoted,  
what date, and which method. Whether or not something  
is promoted is the decision of the P. 8. director.  
Notice air promotion is arranged by posting copy on Prom  
bulletin board in CH. 1. Promotion exhibitors are handled  
by AM production manager.

WIDE EXTRAVAGANZA

Big contests such as the Radio Contest. Guess like from  
Broadcast, Buckle-Goffin, etc. Contests, regularly.

FOCUS

Current focus are taken at noon for special events,  
e.g. Buckle-Goffin, Buckle-Goffin, etc. Regularly,  
it we stay on the air over the summer, a regular, pro-  
fessional survey can be arranged for.